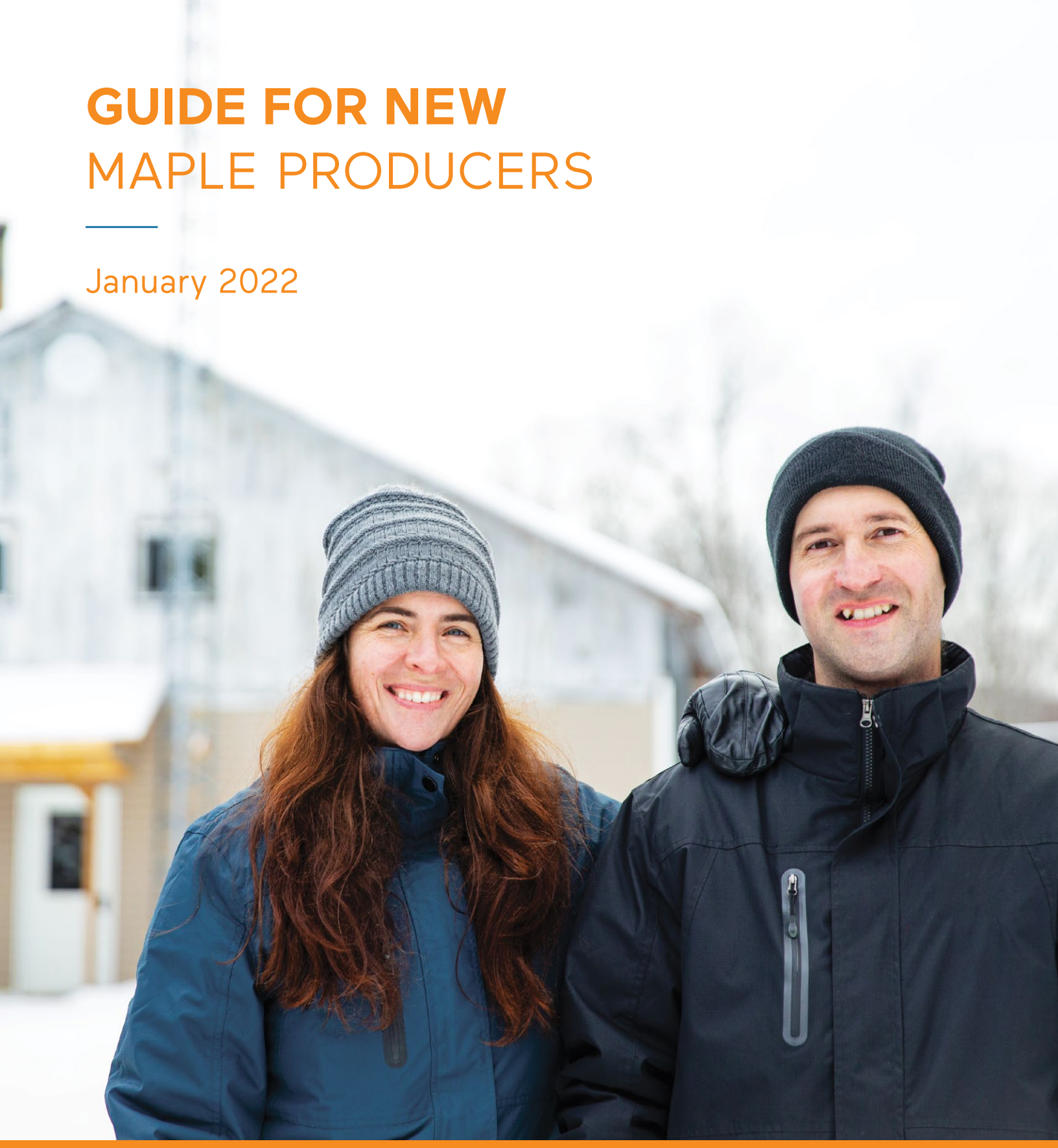
GUIDE FOR NEW MAPLE PRODUCERS

January 2022



Québec Maple Syrup Producers

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OUR STORY

1922 Adoption of the Loi sur les syndicats agricoles

1924 Founding of the *Union catholique des cultivateurs* (UCC), precursor to the *Union des producteurs agricoles* (UPA)

1956 Adoption of the *Loi sur la mise en marché,* leading to the first joint plans

1966 Founding of the Fédération des producteurs de sucre et sirop d'érable du Québec and the first application for a joint plan

1974 Second (unsuccessful) joint plan application for maple producers to the *Régie des marchés agricoles du Québec*

1975 The Fédération applies for membership in UPA

1983 The Fédération takes a new name: *Fédération des producteurs acéricoles du Québec* (FPAQ)

La Fédération des producteurs acéricoles du Québec

1989 84% of maple producers vote in favour of a joint plan in a referendum on December 18, 19 and 20

1990 The joint plan takes effect on February 28

1991 With the joint plan in place, FPAQ modernizes its logo

Fédération des producteurs acéricoles du Québec

1998 The first marketing agreement sets a minimum price for maple syrup

2000 Creation of the Global Strategic Maple Syrup Reserve

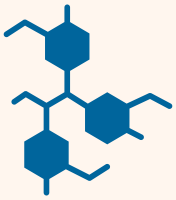
2002 Establishment of the Québec Maple Syrup Producers Sales Agency

2004 Regulations take effect governing maple production under a quota system

2005 Research begins on the properties of maple syrup

2008 New maple production quotas are issued, the first since the 2003 regulations

2010 The discovery of Quebecol, a molecule unique to maple syrup



2012 FPAQ purchases its plant-warehouse in Laurierville

2013 Innovation: Maple water appears on store shelves as a beverage

2016 Quotas are issued for five million more taps

2018 Putting focus on its membership, the Fédération changes its name to *Producteurs et productrices acéricoles du Québec* (PPAQ)

Producteurs et productrices acéricoles du Québec

2021 Quotas are issued for seven million more taps

QUÉBEC MAPLE SYRUP PRODUCERS TODAY

13,300
Maple Producers

Belonging to
12 Regional Organizations

Working for
8,000 entreprises

1 Global Strategic Maple Syrup Reserve
situated in various warehouses

70 employees

84% of producers express statisfaction with the work of QMSP

ORGANIZATIONAL STRUCTURE

13,300 MAPLE PRODUCERS

12 REGIONAL ORGANIZATIONS

GENERAL ASSEMBLY

PRESIDENT
EXECUTIVE COMMITTEE
BOARD OF DIRECTORS

SECRETARIAT

REGIONAL ASSOCIATIONS

Appalaches – Beauce – Lotbinière
Bas-Saint-Laurent – Gaspésie
Beauce
Centre-du-Québec
Côte-du-Sud
Estrie
Lanaudière
Mauricie
Montérégie-Est
Montérégie-Ouest
Outaouais-Laurentides
Québec – Rive-Nord

WORK COMMITTEES

Organic Production and Quality Certification
Advisor to Canadian Maple Industry
Alcoholic Beverages
Classification
Corporate Communications
Quotas
Warehouse
Finances
Strategic Management
Marketing
QMSP-CIE
Promotion
TLGIRT Representatives
Human Resources
Public Lands and Maple Tree Protection
Direct Sales via Intermediaries

MANAGEMENT AND STAFF

Management reports directly to the Board of Directors. It ensures QMSP's strategic plan is implemented in accordance with the organization's mission. Staff is comprised of 70 employees, located in the offices of Maison de l'UPA in Longueuil and the plant-warehouse in Laurierville.

OUR MARKETING INSTRUMENTS

WHY COLLECTIVE MARKETING?

An Imperfect Market

At the end of the 1980s, the bulk market for maple syrup was unstructured, with high concentration in the processing sector.

- **On one side:** 5 buyers controlled some 90% of the market (an oligopoly)
- **On the other side:** 8,000 maple businesses (1 buyer per 1,600 companies).

No Control over Production

Maple syrup is a seasonal product and maple producers are at the mercy of Mother Nature. This means there is no control over production levels. And it can create an imbalance between supply and demand.

- Weather Conditions (significant variability in yields)
- Increased Productivity (technological improvements)
- Unbridled proliferation of sugar bushes (more and more taps in production)
- Rising stocks (supply often greater than demand)
- Inadequate mechanisms for inventory management.

THE JOINT PLAN

The joint plan for maple production was approved by 84% of maple producers in 1989 referendum.

Purposes

- Authorizes QMSP as the sole representative for maple producers to buyers
- Progressive re-establishment of a healthy balance of power between producers and buyers
- A complete marketing toolbox.

Financing

- 2.5¢ per pound of maple syrup, delivered and graded.

Financing of QMSP and its Work

The work carried out by QMSP is financed by levies on maple syrup produced and sold in bulk or through intermediaries. Specifically, 14¢ per pound of maple syrup (delivered and graded) is automatically deducted from the payments of all maple producers in Québec. In this way, QMSP's annual budget falls into direct line with the year's harvest.

Division of Financing amongst QMSP Operating Funds

- 2.5¢/lb Administration Costs (Joint Plan)
- .75¢/lb Quality Control (Grading of Maple Syrup)
- 6.75¢/lb Promotion and Market Development
- 4¢/lb Surplus Management (Strategic Reserve)

THE GLOBAL STRATEGIC RESERVE

The Global Strategic Maple Syrup Reserve was created in the year 2000.

Purposes

- Helps stabilize the price of maple syrup on world markets
- Assures constant supply to the markets.

Operations

- Managed entirely by QMSP
- Three warehouses:
  - Laurierville: plant-warehouse, operational since 2013
  - Saint-Antoine-de-Tilly: warehouse purchased in 2008
  - Plessisville: warehouse under construction, operational by the end of 2022.

THE SALES AGENCY

The maple producers' sales agency began in 2002, by unanimous vote of delegates to the annual general meeting.

Purpose

– Manage payments to producers and invoicing to buyers.

Operations

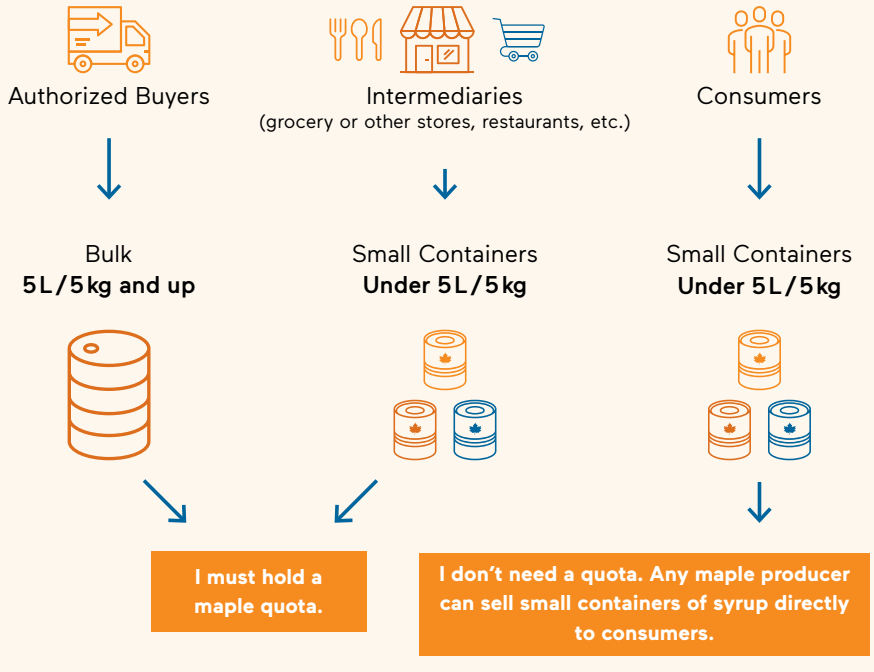
– Buyers pay QMSP for the maple syrup they purchase at the price stipulated in the marketing agreement
– QMSP pays producers in proportion to their sales.

Financing

– The Sales Agency is self-financing.

Sales Channels for Maple Syrup in Québec

I produce maple syrup in Québec. Where can I sell it?



To deliver and grade bulk maple syrup, we suggest that you contact a buyer in your region. The list of authorized maple syrup buyers and their contact information can be found at ppaq.ca.

You may also take your maple syrup and have it graded at the QMSP Sales Agency. You can deliver your product to the warehouse by making an appointment with:

Élise Mercier
elisemercier@ppaq.ca
819-365-4333, ext. 221

PPAQ.CA

The Marketing Agreement

Purpose

- Determine the terms and conditions (prices, payment methods, etc.) of products (maple syrup, maple water) by the QMSP Sales Agency to Buyers.

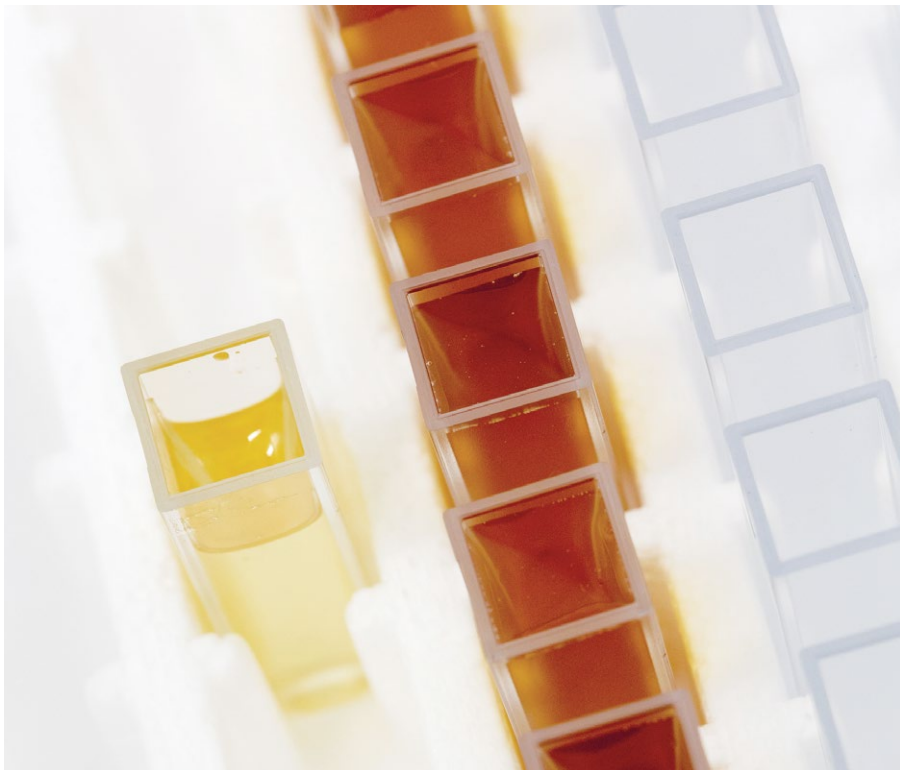
How It Works

- There are two marketing agreements: one for bulk maple syrup and the other for maple water for bottling
- Agreements are negotiated every two or three years by QMSP and CIE (*Conseil de l'industrie de l'érable*) which represents Québec buyers:
  - These agreements cover grading, sales, and payments
  - They set the current prices and penalties
  - Both agreements can be found at ppaq.ca.

QMSP and CIE (*Conseil de l'industrie de l'érable*) work out the terms of the marketing agreement for maple syrup sold in bulk. It is then submitted to the *Régie des marchés agricoles et alimentaires du Québec* for approval.

Below you will find the salient points of the maple syrup marketing agreement for 2020–2021–2022. You will find the full text at the Régie's website (rmaaq.gouv.qc.ca) or in the "Sale and Purchase" section of ppaq.ca.

- The prices of Golden, Amber, and Dark maple syrup will increase each year
- Maple syrup for industrial use—VR4—is now divided into 3 sub-categories: VR41 (antifoaming), VR42 (smoke) and VR43 (metal)
- The premium for organic maple syrup will increase by 1¢ each year
- In 2021 and 2022, the 2¢ per lb premium for maple syrup delivered in stainless steel barrels will be paid only if the producer signs the lead compliance declaration in the producer registration form
- The price for maple syrup with light transmission of less than 7% is $2.20/lb
- The price for maple syrup with light transmission of less than 7% and marked VR13, VR14, VR4, VR41, VR42 or VR43 is $1.80/lb.



Getting Paid for Your Syrup

Advance Payments Program (APP)

The federal government's Advance Payments Program (APP) makes it possible for producers to receive an advance on the value of their (delivered and graded) maple syrup.

APP funds can be accessed in three ways:

– advance per tap (available to businesses with at least one year of production)
– advance on ungraded maple syrup
– advance on graded maple syrup.

Agriculture and Agri-Food Canada will advance producers 48.5% of the value of their maple syrup to a maximum of $100,000, interest-free. QMSP subsidizes the program with funds held in its Surplus Maganement Fund.

APP is a voluntary program. To take advantage, you must fill out an annual application form. This can be found on the Producer Web Portal, created and managed by QMSP for quota holders.

QMSP's
Payment Methods

With Advance Payments Program.
Fill out the forms.
Must be able to receive direct deposits.

At the Start of Harvest Season –
Advance per Tap (Optional. Available only if you have completed at least one production year.)

An advance of up to $2.35/tap.

At End of Production –
Advance on Ungraded Maple Syrup

This advance pays for 50% of estimated total production (declared). The 14¢ per-pound levy* is not deducted. However, the per-tap advance payment will be deducted, if the producer received one.

Shortly After Grading –
Advance on Graded Maple Syrup

This advance pays at a rate of 65 to 75% of the value of the graded and inspected maple syrup (except CT and VR5), dependent on the harvest level and QMSP's liquidity. The 14¢ per-pound levy* is deducted (as is the per-tap advance payment, if the producer received one).

Beginning of December –
Supplementary Advance

The supplementary advance may be paid out if sales made and collected permit, to a maximum of 90%.

I am not in the Advance Payments Program.
No forms to fill out.

July 15

Payments are issued on the basis of sales.

November 15

Payments are issued on the basis of sales.

March 15

Payments are made on the basis of sales made and collected by February 27, the end of the marketing year. In accordance with Sales Agency regulations, the amount paid to maple producers equals the amount received from authorized buyers.

* A 14¢ levy is applied on each pound of maple syrup graded. This is the producer's contribution to the operation of the collective marketing system. See Page 11 for details.

The Global Strategic Maple Syrup Reserve Funding Program

The Strategic Reserve Funding Program offers an advance of up to 50% of the value of a producer's inventory. To be eligible, the producer's in-quota maple syrup inventory must be valued at more than $1,000.

Interested producers must complete an application form.

- This is an annual program*
- The advance is to a maximum 50% of the value of the producer's in-quota inventory
- Interest is charged on an annual basis.

*Subject to analysis of eligible inventory levels.

Over-Quota Transfer

The Over-Quota Transfer is meant to assist maple producers in low harvest years.

Eligibility conditions are as follows:

- All the producer's bulk maple syrup (in-quota and over-quota) must be delivered to the Sales Agency
- Sales Agency regulations stipulate that QMSP must remit the proceeds of sales to maple producers. In-quota product is sold first, while over quota syrup remains in stock
- If a producer has an inventory of over-quota maple syrup and the current season does not produce enough syrup to reach quota, QMSP will automatically transfer the amount of maple syrup representing the difference between the quota and the under-quota production and pay the producer for it during the current year
- A maximum of 20% of quota may be transferred in any one year.

THE QUOTA

The regulations governing maple syrup production quotas were, by unanimous vote, adopted by delegates at the 2003 General Assembly. They took effect in the 2004 season. On September 2, 2021, the *Régie des marchés agricoles et alimentaires du Québec* approved a new version of the regulations.

Every year at the end of February, all quota holders receive their quota certificates. It shows the quota granted for the coming production year.

General Purpose

– To align the supply of maple syrup to its demand.

Specific Purposes

– Stabilize payments to maple producers
– Encourage investments by maple enterprises
– Ensure the health of all operating maple enterprises, no matter their size.

Distinct Features

A maple syrup production quota has a number of distinct features. Here are a few of them:

- A quota is assigned to an area of land
- The products covered by the quota are:
  - Maple water
  - Maple water concentrate
  - Maple syrup in bulk
  - Maple syrup in small containers sold through intermediaries
  - Processed products
- The quota regulations apply to sales in bulk and through intermediaries
- The quota regulations do not apply to direct-to-consumer sales of small containers (less than five litres or five kilograms)
- The quota certificate is issued at the end of February every year
- QMSP will transfer a quota:
  - At the end of a land lease
  - Upon the sale of a sugar bush.

Obligations of New Producers

For the 2022 season, a new producer is bound by conditions by virtue of being awarded a quota.

- The new producer:
  - Must enter production no later than the 2024 season
  - Must then operate the sugar bush for five years in order to maintain the quota (new taps).

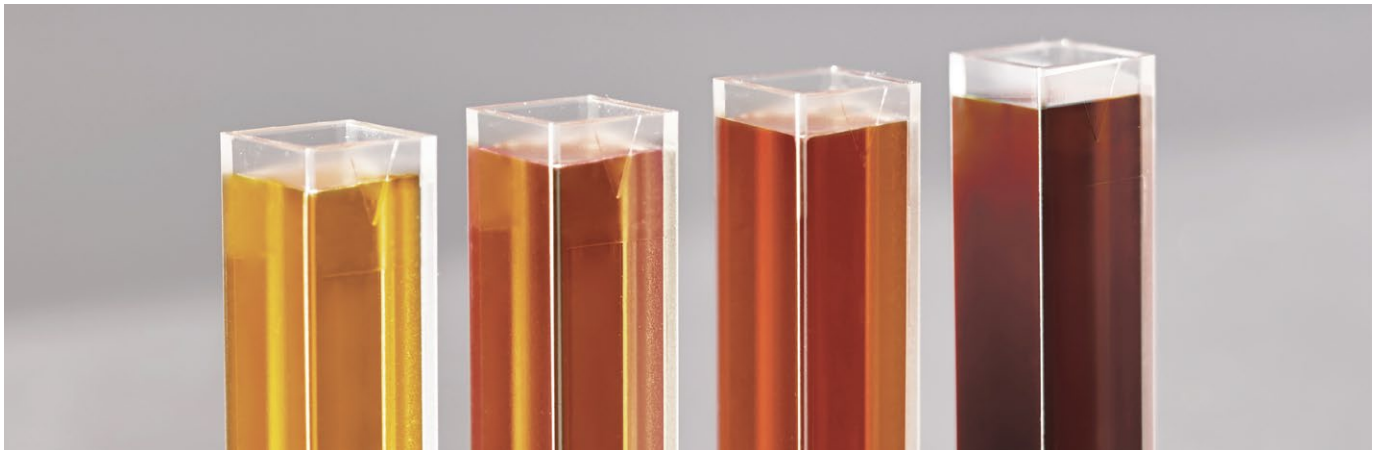
These quota conditions can be found in the *Règlement sur le contingentement des producteurs et productrices acéricoles*.

Quota Adjustment

A maple production quota, over time, may fluctuate from its initial level, increasing or decreasing. QMSP may adjust it to reflect actual production and has mechanisms in place to do so.

On September 2, 2021, the *Régie des marchés agricoles et alimentaires du Québec* approved an amended version of the regulations governing maple production quotas. It includes a section on quota adjustment. QMSP is now putting in place the structures needed to make such adjustments.

Full details and explanations will be published at ppaq.ca. A newsletter will also be sent to quota holders.



QUALITY CONTROL

Québec is the only jurisdiction anywhere that has its large containers of maple syrup independently assessed for commercial value. Each year, some 300,000 barrels of Québec maple syrup are taste-tested, inspected, audited, and graded. This ensures that all bulk maple syrup sold here is food-safe, wholesome, and authentic.

Purpose

Establish the market value of our maple syrup in accordance with the criteria agreed upon in the *Convention de mise en marché du sirop d'érable en vrac* by authorized buyers and maple producers.

Testing Organization

QMSP has mandated ACER Division Inspection inc. (ADI), a division of Centre ACER, to conduct the classification of our bulk maple syrup.

Funding

- .75¢/lb/producer
- .75¢/lb/buyer.

The Classification of Maple Syrup

Maple syrup is classified into two grades or categories (Grade A and Processing Grade) and into four colour classifications. In addition to colour, maple syrup is tested for specific characteristics that determine the product's qualities.

GOLDEN DELICATE TASTE	AMBER RICH TASTE	DARK ROBUST TASTE	VERY DARK STRONG TASTE
LIGHT TRANSMISSION			
75% or greater	Less than 75% but greater than 50%	Less than 50% but greater than 25%	Less than 25%

The Classification Report

The classification report for maple syrup in large containers, which can be viewed on the Producer Web Portal within hours of testing, reveals the determination of product quality. The payments producers receive for their syrup are based on this classification data.

All measurements taken by ACER Division Inspection staff. staff are contained in this document. You are encouraged to consult it carefully. We prepared this guide to the classification report for you.

ACER Division Inspection inc.

142 rang Lainesse
St-Norbert-d'Arthabaska QC G0P 1B0
819 369-8106

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Rapport de classification du sirop d'érable en grands contenants

Producteur : AUCLAIR DESÈVE
2345, RANG DE LA GRANDE COULÉE
SAINT-ACÉRICOLE QC G0Z 3X0
418 678-1234
No PPAQ : 43094

Site : Les industries du sucre d'érable inc.
234, chemin des Érables
Mapleville QC G0W 8U9
819 123-4567
#site : 78
Provenance : LabCentral (2)

No classement : 2088-00234 (1)
Date : 2020-05-06
Producteur présent : Non
Statut : Régulier (1)
SpectrAcer : Oui (3)

Renseignements fournis par l'acheteur, la coopérative ou le site de classement (4) | **Données constatées par le vérificateur de qualité** (5, 6, 7, 8, 9, 10)

No scellé	No baril	Brut	Tare	Net	+ Sucre - Eau	Genre de baril	État du baril	Type	P65	Brix	Lum	Grade	Défaut Saveur	Défaut Code	Limp	S.I.	Pb	Test spécial	Rev	Rev-SA	RE
2088-12345	11005	302	41	261	0	S	L	REG	☑	66,7	30	FO	☑ vR	5	☐				☐	☑	☐
2088-12346	CDLX13857	498	48	450	0	S	O	REG	☑	66,7	11	TF	☑		☐				☐	☐	☐
2088-12347	CDLX11265	504	48	456	0	S	L	REG	☑	66,8	70	AM	☐		☐				☐	☐	☐
2088-12348	CDLX3836	501	48	453	0	S	L	REG	☑	66,2	45	FO	☐		☐				☐	☐	☐
2088-12349	SJ152	493	48	445	-3	S	L	REG	☑	(65,6)	42	FO	☑		☐				☐	☐	☐
2088-12350	3000723	494	50	444	1	S	L	REG	☑	67,2	64	AM	☐		☐				☐	☐	☐
2088-12351	FL-10112	495	48	447	0	S	L	REG	☑	66,2	37	FO	☐		☐				☐	☐	☐
Nb barils : 7	**Poids total : 3 287**	**331**		**2 956**	**-2**					**= 2 954**											

Sommaire du classement	Vr	Retenu	Test Spécial	Révision SA	En révision	Barils	Net	Ajust.	Net aj.
Sirop AM 2020 Régulier	0	0	0	0	0	2	900	1	901
Sirop FO 2020 Régulier	0	0	0	0	0	4	1 606	-3	1 603
Sirop TF 2020 Régulier	1	0	0	0	0	1	450	0	450
Total :	**1**	**0**	**0**	**0**	**0**	**7**	**2 956**	**-2**	**2 954**

Un produit livré dans un baril à usage unique réutilisé sera considéré comme CT

Grade : DO-Doré AM-Ambré FO-Foncé TF-Très foncé

Code de défauts : 1 - D'origine naturelle **1**1 - Bois **1**2 - Sève **1**3 - Surcaramélisé / Brûlé 2 - Microbiologique
3 - Chimique 4 - Non identifié **4**1 - Antimousse **4**2 - Fumé **4**3 - Métal 5 - Bourgeon 6 - Filant

État du baril : O- Bon L- Légèrement bossé B- Bossé T- Très bossé R- Rouillé P- Perforé N- Non conforme

Genre de baril : U- Usage unique (non réutilisable) P- Plastique G- Galvanisé S-Stainless A-Autre R- Réutilisé (usage unique)

Lorsque le résultat du test de plomb indique 0.07; Le test de dépistage de plomb est sous la limite de détection de l'appareil.

Je sousigné(e), déclare qu'à la date ci-dessous indiquée, j'ai examiné des échantillons prélevés des grands contenants de sirop d'érable identifiés à la colonne "No scellé" et j'ai constaté les données inscrites aux colonnes sous la section identifiée "Données constatées par le vérificateur de qualité"

Note : ( ) Brix inférieur à 66.0 ou supérieur à 69.0

Note : ( ) Lumière inférieure à 6

Vérifié par : Amber Doré

Amendé par : _____

1 No classement

No classement : 2088-00234
Date : 2020-05-06
Statut : Régulier

What the number means:

- First two digits: the year
- Next two digits: the inspection team's number
- Last five digits: a unique, sequential number indicating the test performed by the team that year.

Date

The day on which the inspection was performed.

Statut

Biologique: this company's production is certified organic.

Régulier: this company's production is not certified organic.

2 Provenance

Provenance : LabCentral

Acheteur: classified in warehouse of an authorized buyer.

LabCentral: classified in a central lab.

3 SpectrAcer

SpectrAcer : Oui

Non: taste-tested by quality inspector only.

Oui: analyzed by SpectrAcer device, then taste-tested by quality inspector.

4 + Sucre / - Eau

+ Sucre
- Eau

+: number of pounds added to the net weight of the barrel, because the syrup density was greater than 67° Brix.

-: number of pounds removed from the net weight of the barrel, because the syrup density was less than 66° Brix.

5 P65

P65

P65 ou entente californienne, when checked, indicates that the barrel and its contents abide by the requirements of the California Agreement on Lead.

6 Lum

Lum

Lum: refers to light transmission as a measure of maple syrup colour. Indicated as a percentage, the smaller the number, the less light passes through the sample, meaning the syrup is dark.

7 Limp

Limp

Limp: when this box is checked, the maple syrup has a clarity issue caused by suspended particles such as sugar crystals, rancidity, carbon dioxide bubbles or mould.

There is no penalty directly associated with a clarity problem. Indirectly, it could indicate reduced light transmission, meaning the maple syrup falls into a darker colour class.

8 Pb

Pb

Pb: A number here means the barrel has been tested for lead. The value is parts per million (ppm).

9 Rev

Rev

Rev: stands for revision. When checked, it indicates the producer has requested barrels to be re-tested.

10 RE

RE

RE: means retained. When checked, this indicates a barrel is held back from sale.

The California Agreement on Lead (P65)

Since the 2020 production year, all maple producers with quotas have been required to sign a declaration attesting to whether or not their equipment is lead-free. This declaration is included in the producer registration form that must be filed each year.

Overview

Requirements of the *Convention de mise en marché* in Québec

- The current standard for lead in Québec is 0.25 ppm (parts per million)
- If this limit is exceeded in maple syrup, the barrel is destroyed at the producer's expense.

Requirements of the California Agreement on Lead (P65)

- Unlike Québec's requirements, compliance with the California Agreement does not concern the lead content in the actual maple syrup.
- Essentially, it aims to ensure equipment is up to standard. There must be no chance of lead contamination in the production process.
- To be considered as meeting P65's requirements, regardless of the level of lead in the maple syrup:
  1) Equipment must be lead-free as defined in the agreement
  2) Maple syrup processing and bottling areas must not be exposed to paint containing lead (for example, on the walls)
  3) Maple syrup must be filtered at a temperature of 180°F or higher.

Where is lead found?

- Brass, copper, and tin.

RESOURCES

More information can be found in the California Agreement section of Centre ACER's website.

PROMOTION

Several years ago, Québec maple producers came to understand that if they wanted to increase production, consumption of maple syrup would also have to increase. In the 1990s, they voted to pay into a promotion budget to boost product sales at home and around the world. It paid off. Today, Canada exports maple products to more than 60 countries.

Purposes

- Promotion of maple products through marketing campaigns targeting specific markets and population segments
- Development of communication strategies tailored to each market, namely Japan, United Kingdom, USA, Germany, Canada, and Québec
- Stimulation of scientific research to deepen our knowledge of maple
- Growth of the promotional budget through financial partnerships
- Strengthening of ties and building trust with authorized buyers; maintaining constant communication throughout the maple ecosystem to better identify opportunities and take advantage of them.

Financing

- 6,75¢/lb of maple syrup delivered and graded.

Fields of Activity

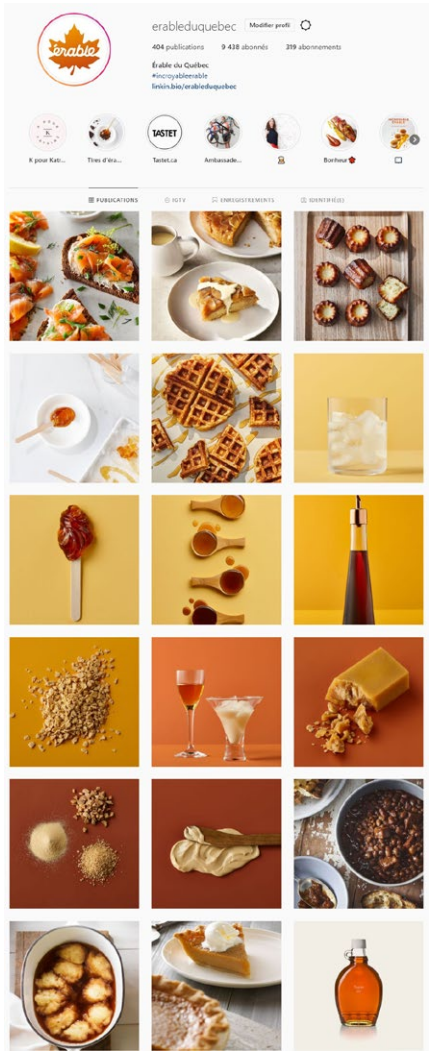
- Public Relations
- Advertising Campaigns
- Event and Athlete Sponsorships
- Scientific Research
- Partnerships for New Product Development.

Our Markets

- Germany
- Canada
- United States
- Japan
- United Kingdom
- Québec

Our Digital Tools

- maplefromcanada.ca
- Facebook
- Instagram
- Pinterest
- maplescience.org
- napsi.ca
- German Web Site
- American Web Site
- Japanese Web Site
- United Kingdom's Web Site
- India's Web Site



DEMOCRATIC FOUNDATION AND COMMUNICATIONS

THE QMSP BOARD OF DIRECTORS

Seated, from left to right: Alain Gauthier, Normand Foisy.
Standing: Francis Lessard, Éric Bouchard, Luc Goulet, François Béliveau, Guy Breault, Serge Beaulieu, Jonathan Blais.
On stairs: Dany Fortier, Francis Roy, David Hall, Justin Plourde.

AN ORGANIZATION FOR ITS MEMBERS, BY ITS MEMBERS

Created in 1966, QMSP takes the form of a trade union organization with 12 regional chapters. These, found in each region of Québec, hold their own meetings to inform their maple producers and discuss policy orientations.
Each elects its own Board of Directors from amongst the producers working in the region.

Distinct Features

– The regional associations appoint delegates who exercise voting rights at the QMSP Annual General Meeting
– The president of each regional chapter sits on the QMSP Board of Directors.

Serge Beaulieu, QMSP President, and Isabelle Lapointe, QMSP General Manager

Regional Information Tours

The regional chapters hold information sessions for their producers twice a year and invite QMSP leaders to meet with and consult with maple producers across Québec.

Two Regional Tours

– Autumn (September – October)
– Winter (January – February).

These tours give members in all areas of the province the opportunity to ask about the latest news on grading, sales, payments, promotions, and so on. They can also hear about the latest issues facing the organization.

Assemblies

Twice a year, the 125 delegates from all regions of Québec come together at the Annual General Assembly and another assembly to:

- Approve the organization's finances
- Elect the QMSP president
- Vote on resolutions
- Debate the organization's policy direction.

The decisions made at these assemblies formulate the organization's planning.

Regional Chapters

Your regional chapter representatives are there to help you and answer your questions, as is the chapter secretary (who is an employee).

Appalaches – Beauce – Lotbinière

President
Francis Lessard
flessard@ppaq.ca | 418-341-0701

Secretary
Lynda Deschênes
ldeschenes@upa.qc.ca
1-888-938-3872

Bas-Saint-Laurent – Gaspésie

President
Justin Plourde
jplourde@ppaq.ca | 418-714-4916

Secretary
Mylène Gagnon
mylenegagnon@upa.qc.ca
418-723-2424

Beauce

President
Francis Roy
froy@ppaq.ca | 418-225-0256

Secretary
Alain Roy
alainroy@upa.qc.ca
418-228-5588, ext. 1255

Centre-du-Québec

President
Dany Fortier
dfortier@ppaq.ca | 819-357-2762

Secretary
Ghislain Leblond
gleblond@spbois.qc.ca
819-697-2922, ext. 241

Côte-du-Sud

President
Luc Goulet
lgoulet@ppaq.ca | 418-983-3773

Secretary
Lynda Deschênes
ldeschenes@upa.qc.ca
1-800-463-8001

Estrie

President
Jonathan Blais
jblais@ppaq.ca | 819-888-2729

Secretary
François Roberge
froberge@upa.qc.ca
819-346-8905, ext. 128

Lanaudière

President
Guy Breault
gbreault@ppaq.ca | 450-916-7805

Secretary
Xavier Lacoste
xlacoste@upa.qc.ca
450-753-7486, ext. 223

Mauricie

President
Éric Bouchard
ebouchard@ppaq.ca | 819-534-6329

Secretary
Josée Tardif
jtardif@upa.qc.ca
819-378-4033, ext. 249

Montérégie-Est

President
David Hall
dhall@ppaq.ca | 450-522-2434

Secretary
Jean Dumont
jdumont@upa.qc.ca | 450-774-9154

Montérégie-Ouest

President
Serge Beaulieu
sbeaulieu@ppaq.ca | 450-567-0400

Secretary
Jean Dumont
jdumont@upa.qc.ca | 450-454-5115

Outaouais-Laurentides

President
Normand Foisy
nfoisy@ppaq.ca | 819-587-4487

Secretary
Marc-Olivier Bessette
mobessette@upa.qc.ca |
450-472-0440, ext. 234

Québec – Rive-Nord

President
Alain Gauthier
agauthier@ppaq.ca | 418-880-2592

Secretary
Stéphanie Desrosiers
sdesrosiers@upa.qc.ca
418-872-0770

Communications

Over the years, QMSP has developed several ways to contact all 13,300 maple producers and keep them informed about issues of concern. Furthermore, the communications department carries out its mission of favourably positioning Québec maple producers in the eyes of the general public and contributing to the organization's influence with governments and the media.

Info-Sirop Express Newsletter

Info-Sirop Magazine

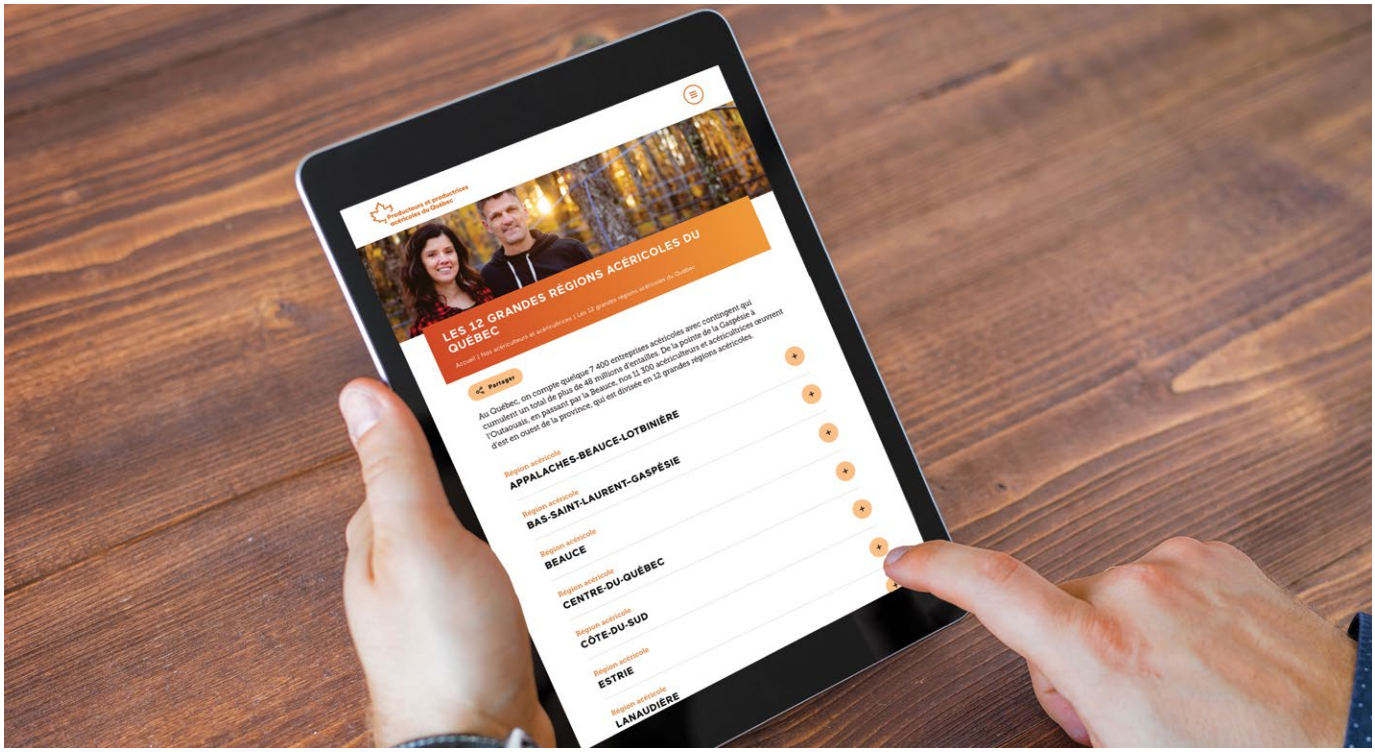
Forêts de chez nous Magazine

ppaq.ca

Facebook

Twitter

YouTube



RESOURCES

15:23
AA
fpaq.upa.qc.ca
Producteurs et productrices acéricoles du Québec
Se connecter au Web producteur
Code d'utilisateur
Inscrire le code fourni par les PPAQ (P#####)
P
Mot de passe
Mot de passe oublié?
Se connecter

The Producer Web Portal, An Essential Management Tool

The Producer Web Portal is a secure internet platform accessible to all quota holders with an email address. A self-service tool, producers can access a wealth of data and information at any time they wish.

Access: ppaq.ca – Click *My Account*

Payments

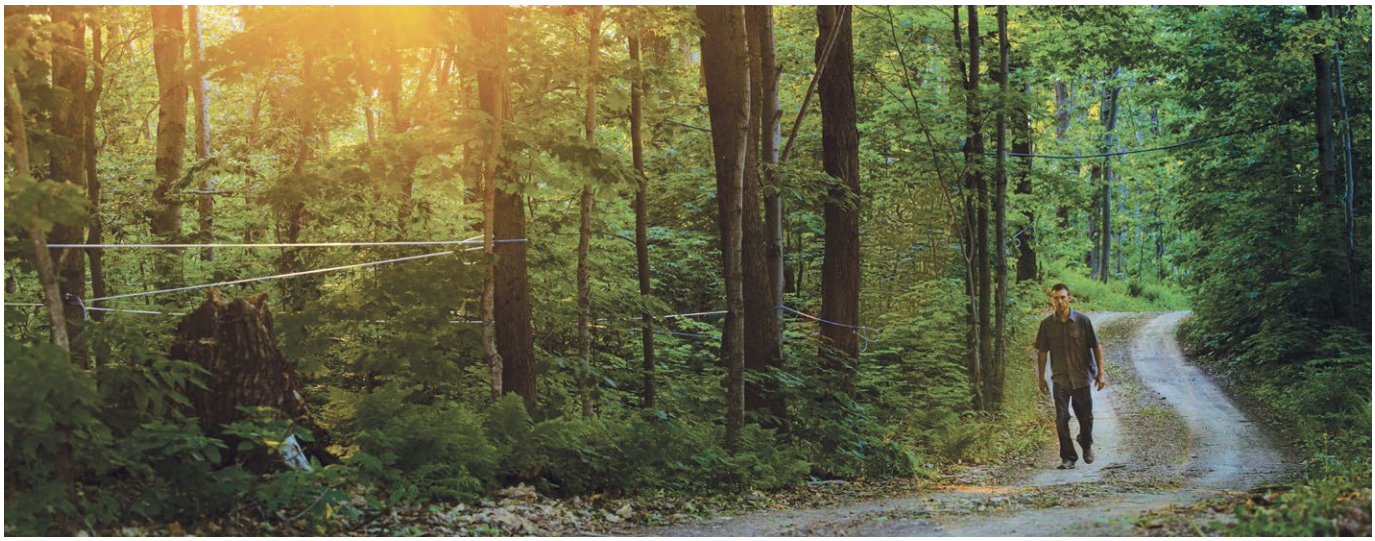
- Payment slips
- Summary of payments available as of March 15
- Tax table (for reporting sales volume of each harvest)
- Various payment stubs.

Classifications

- Confirmation of deliveries
- Classification Reports
- Revision request form.

Other Important Documents

- Producer Registration Form
- Quota Certificate
- Quota Report
- Proxies
- Advance Payment Program (APP) form.



The 5 Essentials

Of all these documents, five are essentials to know. Find them on the Producer Web Portal.

1- Producer Registration Form
2- The Quota Certificate
3- The Classification Reports
4- The Payment Slips
5- The Summary of Payments.

The Maple Producer's Calendar

A year-round reference of important dates and deadlines, programs and registration forms, and association activities—everything a Québec maple producer should know!

January-February

- If you are taking advantage of the APP program, it's time to submit your application. It offers advance payment of 65-75% of the value of in-quota maple syrup (not industrial) within 10 days of classification
- Regional chapter meetings, including the QMSP regional tour.

February

February 15

- Deadline to sign up for La Financière agricole du Québec crop insurance (For information, call: 1-800-749-3646).

End of February

- Advances issued to eligible producers who chose the per-tap option (payments to a maximum of $2.35/tap).

February 28

- Quota certificates issued
- New marketing year begins
- Authorized buyers and QMSP warehouse open for deliveries.

March

March 15

- Transfer of unsold over-quota production in stock (maximum 20% of quota) to make up for current harvest shortfall
- Payment for current and previous harvests, based on net proceeds of sales.

April

- APP advance payments begin for classified and unclassified maple syrup. Payment period continues until end of classifications.

May

End of May

- QMSP Annual General Assembly.

June

- Application forms for the Strategic Reserve Funding Program sent out

June 30

- Deadline for production declaration to QMSP.

July

July 15

– First payment for in-quota standard and industrial maple syrup to producers not in APP, based on sales as of June 30.

September

September 15

– Deadline to apply for the Strategic Reserve Funding Program.

September 30

– Delivery period to authorized buyers ends

– As of October 1, maple syrup may only be delivered to QMSP warehouse for an additional 10¢/lb fee.

September-October

– QMSP's autumn regional tour, including regional annual assemblies.

September to November 15

– Advance payments issued by Strategic Reserve Funding Program.

October

– Producer registration forms sent out.

November

– Day of reflection for regional delegates and second QMSP annual general assembly.

November 15

– Second payment to producers not in APP

– Payment for in-quota standard and industrial maple syrup, based on sales as of October 31.

December

– Possible supplementary advance payments for producers in APP

– Compensation for transportation costs paid to producers who delivered their maple syrup to Laurierville plant-warehouse.

December 31

– Deadline to submit producer registration forms, required for maple syrup classification.

Glossary

Annual Yield: the average yield of maple syrup per tap produced in Québec in one marketing year, calculated by an independent organization and published at ppaq.ca.

Boiling facility: a facility at which maple sap or maple concentrate is turned into maple syrup or maple sugar.

Bulk (or Bulk Production): maple syrup in containers of more than 5 litres or 5 kilograms.

Contract boiling: when a maple producer sends maple sap or maple concentrate to another producer or a boiling facility for processing into maple syrup.

Excess Production: the quantity of maple syrup produced in excess of the allocated net quota.

Five-Year Yield: the average of the annual yields from the five previous marketing years.

Force majeure: an unforeseeable external one-time event that has significant effect in preventing a producer from generating product on a sugar bush or part of a sugar bush on which a quota is held.

Industrial Syrup: processing-grade or VR5 maple syrup.

In-Quota: maple syrup produced within net quota.

Land Title: proof of ownership or promise to purchase, notarized and published lease or promise to same effect, or permit to operate on public land or letter from MFFP or its agent.

Maple Concentrate: product made by reducing maple sap through reverse osmosis.

Maple Production Plan: a document produced by a forestry engineer that specifies the GPS (Global Positioning System) coordinates of a sugar bush, the number of potential taps, and number of installed taps.

Marketing Year: the period from February 28 of one calendar year to February 27 of the next.

MFFP: Ministère de la Faune, des Forêts et des Parcs, the Québec government's department of wildlife, forests, and parks.

Net Quota: the amount (by weight) of maple syrup and equivalent amount of maple water and maple concentrate that the quota holder can produce at one production unit and is allowed to sell during a given marketing year.

No quota: maple syrup produced from taps for which no quota has been issued.

Operating Permit: authorization from the Ministère des Forêts, de la Faune et des Parcs to operate a maple production unit on public land.

Over-Quota: maple syrup produced in excess of net quota.

Private land: forest belonging to a person or private enterprise.

Production Rate: the percentage of total quota that QMSP estimates will be produced in a given marketing year. Determined by February 15 each year.

Production Unit: all maple operations and boiling facilities managed by one person.

Public land: forest belonging to the Government of Québec.

QMSP: Québec Maple Syrup Producers, the organization representing 8,000 maple enterprises holding production quotas.

Quota: the usual amount (by weight) of maple syrup and equivalent amount of maple water and maple concentrate that a quota holder can produce in one year at one production unit and sell, and on which the net quota is calculated.

Quota Certificate: The QMSP certificate produced annually by February 27 and sent to each quota holder stating the producer's quota and net quota.

Quota Holder: a person or enterprise that has been allocated a QMSP quota.

Retail sales through intermediary: The sale of maple syrup in small containers (up to 5 litres or 5 kilograms) that is not made directly to consumers for personal use.

RMAAQ: *Régie des marchés agricoles et alimentaires du Québec*, the government organism that administers the laws and regulations of the province's maple industry—the *Loi sur la mise en marché des produits agricoles, alimentaires et de la pêche* (RLRQ, c.M-35.1) and the *Loi sur les producteurs agricoles* (RLRQ, c.P-28). This agency's role is to facilitate the efficient and orderly marketing of agricultural and food products.

Small containers: containers that hold volumes of up to 5 litres or 5 kilograms.

Strategic Reserve: QMSP's stockpile of maple syrup.

Sugar Bush: a wooded area with sufficient density of maple trees to produce maple sap and market products derived from its processing.

Total Quota: total amount of quotas issued by QMSP on February 28.

The certified association

With its 12 regional federations and 25 specialized groups, the UPA is the association that is legally certified to represent all Quebec farmers. It is a professional union whose mission is to promote, defend, and develop the interests of all Quebec farm and forestry producers, without exception.

The UPA: a tool to preserve our agricultural model

Around the world, farmers struggle to get a fair price for their products because they lack proper defense.

Today, buyers are crossing borders in search of higher profits.

The UPA enables us to maintain a balance of power to protect our agricultural model.

Did you know that Canadian farmers are younger, able to generate more income, and more likely to transfer their farm to the next generation?

UPA
POUVOIR NOURRIR
POUVOIR GRANDIR
L'Union des producteurs agricoles

upa.qc.ca

December 2021

Where do my UPA dues go?

Sums are distributed among the different bodies of the organization (local syndicates, regional federations, and the confederation) according to the needs as defined in the current financial plan. Below is an overview of what union funds make possible every year.

To find out more about the financing of the organization visit upa.qc.ca/en/financing/.

Cutting-edge services

- Coordination of 13 farm employment centers
- A cooperative bringing together 11 regional accounting and agricultural taxation services
- Legal services specialized in agriculture and immigration services for foreign workers
- Support to organizational groups
- Land-use and business development consulting
- Local and regional communications, prevention, and mental health advisors
- 17 regional marketing resources

Protecting farmland: the source of our food

- 18 regional land-use planning resources
- Processing of 2,000 applications to the Commission de protection du territoire agricole du Québec (annual average)
- Negotiation of compensation agreements for energy transmission infrastructure on farmland

Awareness

- A network of over 1,600 Farmer's wellness worker and 10 field worker capable of intervening in mental health matters
- An annual colloquium and dozens of workshops on farm safety, including approximately 10 farm safety day camps (Sécurijours) for elementary school kids
- Awareness campaigns on agri-environmental practices (creating riparian strips, climate change, plant protection, etc.)

Consultation and representation

- Implementation of agricultural zone development plans, agri-tourism circuits, and advisory services
- Making farmers' views heard:
  - Locally and regionally (MRCs, farm consultation committees, working tables, municipal and parliamentary elected representatives, etc.)
  - Nationally (Solidarité rurale du Québec, Coalition for the agricultural and food exception, Canadian Federation of Agriculture, high-level political meetings, etc.)
  - Internationally (World Farmers' Organisation, AgriCord alliance of international cooperation organizations, the FAO[1] etc.)

Research and analysis

- Assessments and impact analyses on all bills affecting the agricultural sector
- Research on major agricultural issues (taxes, income security, farmland protection, climate changes, labour, environment, international trade, etc.)

Defending rights

- Around 10 briefs presented in parliamentary committees every year
- Support for 57 farmers' organizations in 8 countries through UPA Développement international
- General mobilization campaigns (trade agreements, supply management, collective marketing, income security, property tax, etc.)
- A dedicated fund to defend farmers' interests

Promotion, information, and training

- Campaigns to promote the farming profession and champion local agriculture (television, radio, sustained web and social media presence, newsletter, etc.)
- 6 issues per year of the L'U newspaper, free of chargefor all farmers
- 50 issues per year of La terre de chez nous andeveral specialized publications
- Support for 13 regional farmer trainingcollectives
- U+ web platform for farmer training

[1] Food and Agriculture Organization of the United Nations

Dear Madam or Sir,

You are now one of the thousands of women and men who bring our territory to life through your agricultural, horticultural or forestry activities. The way I see it, you practice one of the world's noblest professions.

This is a brief presentation of the Union des producteurs agricoles (UPA), the organization certified to represent you. As an agricultural producer, you will now be required to help fund the UPA through your union dues. This brochure gives you an overview of what we accomplish every year with the funds we collect.

We share common objectives: decent income for our work, quality of life on our farms, and the ability to make decisions autonomously. Regardless of what we produce or what region we live in, these objectives unite us all.

To nurture and make our organization grow, it is essential that people like you get involved, participate in decisions and invest in collective action!

Martin Caron
UPA President

Does the UPA represent only large farming operations?

The UPA represents Quebec's 28,000 family farms, about a third of which have gross annual revenues of $50,000 or less. These businesses are highly diversified, operating both in traditional production sectors (cattle, grain, maple syrup, poultry, etc.) and emerging ones (organic, goats, honey, berries, etc.).

Individually, Quebec's 28,000 farms would not be able to afford the services the UPA offers.

Did you know that Quebec is the only province with farm income security measures specifically geared to businesses that bring in $100,000 or less per year?

BEING A FARMER AND A UNION MEMBER

Engaging to make our voices heard!

UPA POUVOIR NOURRIR POUVOIR GRANDIR

L'Union des producteurs agricoles

For further information or to make changes to your file, contact your regional UPA federation.

abitibi-temiscamingue.upa.qc.ca
bas-saint-laurent.upa.qc.ca
capitale-nationale-cote-nord.upa.qc.ca
centre-du-quebec.upa.qc.ca
chaudiere-appalaches.upa.qc.ca
estrie.upa.qc.ca
gaspesielesiles.upa.qc.ca
lanaudiere.upa.qc.ca
mauricie.upa.qc.ca
upa**monteregie**.ca
outaouais-laurentides.upa.qc.ca
upa**saglac**.ca

MAISON DE L'UPA

100 - 555 Boulevard Roland-Therrien
Longueuil, Québec J4H 3Y9
450-679-0530
www.upa.qc.ca

UPA POUVOIR NOURRIR POUVOIR GRANDIR
L'Union des producteurs agricoles

upa.qc.ca

The role of the Union des producteurs agricoles (UPA)

The UPA's mission is to:

- Represent producers and defend their interests to public authorities, agencies, commissions, and organizations—whenever their voices need to be heard
- Cooperate with other organizations with similar goals
- Conduct research and analysis on the production and marketing of agricultural products, and on any topic that may affect agricultural producers' social and economic conditions
- Promote and develop the farming profession
- Work to ensure the sustainability of Quebec agriculture

The UPA is:

- A voice to represent producers on numerous bodies and committees
- A team of nearly 2,000 directors on the ground to hear your concerns
- A provider of information, numerous services for producers, and much more

The UPA at your service

The UPA develops services adapted to farmers' reality:

- **Accounting and taxes**
  www.upa.qc.ca
- **Agricultural employment centres**
  www.emploiagricole.com
- **U+:** the agricultural training portal
  www.uplus.upa.qc.ca
- **AGRIcarrières** (agricultural labour, employment, training, and human resources management)
  www.agricarrieres.qc.ca
  450-679-0540, ext. 8630
- Information and advice on **employing temporary foreign workers**
  www.ptet.upa.qc.ca
- **Credit for UPA dues to assist** multiple-owner farms and undivided co-owners with low income
  www.upa.qc.ca
  cotisations@upa.qc.ca
  450-679-0540, ext. 8213
- **Prevention mutual for workplace health and safety**
  www.santesecurite.upa.qc.ca
- UPA benefits program: discounts, rebates, packages, etc., offered by various partners and merchants
  www.programmeavantages.upa.qc.ca
  1-844-521-6757
- **L'U:** union magazine sent to all producers via La Terre de chez nous or by mail
  www.lu.upa.qc.ca

Why not become a member?

By becoming a UPA member, you become an active participant on behalf of your organization with full voting rights at AGMs and the ability to represent producers from your area or production sector.

Your membership is voluntary and does not involve any extra cost.

We would be glad to welcome you as a UPA member. Province-wide, 91 percent of our 41,000 farmers have opted in!

How to become a member?

You can become a member of your syndicate by filling out the membership form:

- Take care to fill out all sections of the form.
- If applicable, indicate the name of the people authorized to represent your business at UPA AGMs.
- Don't forget to include your signature.

Fondée en 1929
La Terre DE CHEZ NOUS

Unique to the province of Quebec, the weekly newspaper *La Terre de chez nous* is your go-to source for farming information in the province. It covers local, provincial, national, and world news.

laterre.ca
Contact us 1 877 679-7809

As a new agricultural producer, you are entitled to a free three-month subscription to La Terre de chez nous.

New UPA members receive an additional three months free of charge.

Member exclusive
in collaboration with Desjardins:

- *SOLO Agriculture disability insurance*
  1-888-558-5525
- *Accidental death insurance*
  Free of charge ($2,000)
  cotisations@upa.qc.ca
  450-679-0540,
  ext. 8212

This document does not replace the text of the specific provisions contained in applicable legislation or programs. Consult these official documents to find out the conditions that apply. The text of the official version prevails.

The term "agricultural producer" is employed in the sense defined in the Farm Producers Act (CQLR c P-28).

Handy information for producers

MAPAQ programs

- Organic agriculture
- Farm property tax credit (1-866-822-2140)
- Prime-Vert
- Advisory services
- Local food (marketing)
- Investment support plan

www.mapaq.gouv.qc.ca
1-888-222-6272

SAAQ

- Average 40 percent discount on farm vehicle registration (truck, van, or minivan)

1-800-361-7620

Hydro-Québec

- Special rate for buildings and equipment for agricultural use only (farming operations, growing plants, or raising animals)

www.hydroquebec.com
1 877 956-5696

Au coeur des familles agricoles

- Mental health support for farmers and their families (respite home, “road worker” network, referrals)

acfareseaux.qc.ca
450-768-6995

La Financière agricole du Québec program

FINANCING

- Agriculture and forestry financing
- Quebec farm business development
- Diversification and regional development
- Support for young farmers

RISK MANAGEMENT AND INCOME PROTECTION

- Farm income stabilization insurance (ASRA)
- Crop insurance
- Agri-Québec
- Agri-Québec Plus
- AgriStability
- AgriInvest

www.fadq.qc.ca
1-800-749-3646

VIA farm advisory service centre of expertise

- Provincial group of organizations offering advisory services in agri-environment, management, farm transfer, and technical supervision

vialepole.com
450-679-0540, ext. 8932

La Financière agricole Québec

Une offre adaptée pour les acériculteurs

Vous envisagez de concrétiser un projet en acériculture? Nous vous invitons à communiquer avec nos conseillers. Ils sont présents pour vous guider. Ils sont disponibles et attentifs à vos besoins, dans toutes les régions du Québec.

Si vous êtes de la relève, en démarrage, en pleine croissance ou même à l'aube d'un transfert, plusieurs options pourraient vous être proposées.

En matière de financement…

Le Programme Investissement Croissance

Ce programme peut permettre à une entreprise d'obtenir une aide financière à l'investissement pouvant aller jusqu'à 95 000 $. Il pourrait vous convenir si vous avez un projet, entre autres pour…

- ✓ démarrer votre entreprise
- ✓ augmenter le volume de production, la rentabilité, la performance ou la diversification de votre entreprise
- ✓ vous conformer à la norme californienne pour le plomb

En moins d'une minute 30 secondes, vous pourrez en explorer les grandes lignes en voyant la vidéo.

Les garanties de prêt

Vous pouvez faire progresser votre entreprise grâce à un levier unique : le prêt garanti. Il est offert sur un prêt agricole jusqu'à 15 M$. Il vous donne un meilleur accès au financement pour vos projets agricoles, et vous permet de bénéficier d'un rabais sur le taux d'intérêt pour toute la durée du prêt.

Prêt levier

Cette garantie de prêt représente un financement pouvant atteindre 100 000 $, offert sans prise de garantie mobilière ou immobilière. Elle s'adresse aux entrepreneurs qui sont en situation de création d'entreprise.

Prêt Développement

Cette autre garantie de prêt appuie les projets à risque plus élevé, avec des modalités très avantageuses et la possibilité de bénéficier d'un congé de capital. Elle concerne les projets de démarrage et d'expansion, les entreprises des secteurs émergents, celles ayant peu d'équité, tout comme celles pouvant éprouver des difficultés financières temporaires.

Nos subventions à la relève

Le Programme d'appui financier à la relève agricole offre aux jeunes entrepreneurs une subvention qui varie entre 10 000 $ et 50 000 $ (selon leur formation) pour démarrer leur entreprise agricole ou intégrer une entreprise existante.

La Formule Vendeur-prêteur

Cette formule vise les transferts d'entreprise. Elle permet au vendeur de financer la relève, en tout ou en partie. Elle comporte de nombreux avantages, pour la relève comme pour le cédant. Notamment, grâce au crédit d'impôt, l'emprunteur bénéficie d'un retour de 40 % des intérêts payés.

En matière d'assurance et protection du revenu…

L'assurance récolte

L'assurance récolte permet de protéger les cultures contre les risques associés aux conditions climatiques et aux phénomènes naturels incontrôlables. C'est un outil de gestion des risques indispensable! Nous avons une protection spécifique pour soutenir les producteurs de sirop d'érable afin de leur offrir la protection la plus adaptée à leur réalité. D'ailleurs, deux nouveautés s'ajoutent à la protection d'assurance récolte Sirop d'érable à compter de l'année d'assurance 2022.

1. Les ventes directes aux consommateurs deviennent admissibles
2. Les frais de déneigement associés à l'accumulation exceptionnelle de neige affectant la tubulure des érablières sont maintenant couverts en travaux urgents.

Vous pouvez consulter le résumé de protection Sirop d'érable à ce sujet.

La Financière agricole du Québec, c'est…

- Une relation d'affaires avec un peu plus de 23 500 entreprises agricoles et forestières
- Une offre de produits et de services de qualité en financement, en assurance et en protection du revenu
- Une relève agricole au cœur de ses priorités en lui offrant une aide financière directe et adaptée à sa réalité, dont 12,3 M$ accordés à 536 jeunes de cette relève
- Une équipe soucieuse des besoins des producteurs agricoles et des enjeux en agriculture
- Participer à l'essor économique du Québec et de ses régions avec
  - des valeurs assurées s'élevant à 4,18 G$ et le versement de 2,21 G$ au cours des cinq dernières années dans le cadre de ses programmes de gestion des risques; et
  - un portefeuille de garanties de prêts dépassant les 6 G$, un levier incontournable

Vous désirez approfondir vos connaissances sur nos programmes?
Visionnez nos webinaires

1 800 749-3646 I www.fadq.qc.ca

Useful Links

QMSP Websites

- ppaq.ca
- boutique.ppaq.ca
- erabledici.ca
- maplefromcanada.ca
- maplescience.org

Maple Syrup Research

- Centre ACER
- *Chaire de recherche industrielle sur les technologies acéricoles*

Agriculture and Maple Production Courses

- U+

Maple Organizations in Québec

- *Créneau acéricole*
- *Conseil de l'industrie de l'érable*

Regulations

- *Régie des marchés agricoles et alimentaires du Québec*
- Maple products Regulations (federal)
- *Règlement provincial sur les aliments*

Contact Us

We have a dynamic, specializec team of professionals standing by to heul you, the maple producer.
Don't hesitate to ask questions or request assistance in any way.
Hours: Monday to Friday, from 8:30 am to 4:30 pm.

QMSP

Phone: 1-855-679-7021
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